

# SYSTEM AND METHOD FOR CREATING A VIRTUAL MEDIA CHANNEL

## *Abstract*

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A system and method for creating a virtual media channel including video, audio, multimedia, or other data, at or near the point of reception by end users remotely controls an operation of an end user receiving device. The present invention remotely controls an input source selection at the end user receiving device in a coordinated manner. These input sources may include terrestrial digital broadcast stations, direct broadcast satellites, other broadband data networks, data stored at the end user receiving device, internet content, multimedia files, and other programs or programming. By synchronizing the delivery of programs and programming from various sources and by remotely controlling the input source selection of the end user receiving device, the present invention provides for highly efficient integration of local and national broadcast signals, programs or programming available on other broadband networks, and programs and programming stored at the end user's receiving device. In particular, the present invention provides for the dynamic integration of programming originating from multiple sources, including integration of locally-originated programming with the programming of national program networks delivered by direct broadcast satellite providers or other satellite systems on a market-by-market basis. The present invention further provides for the direct addressing of individual end user receiving devices, allowing the creation of virtual channels of programming or other data that is unique to each end user or to certain classes of end users.